**Turnout Nation**

Turnout Nation is a nonpartisan, nonprofit organization building a community of volunteer "Voting Captains" who help ensure their friends vote in every election. We’re growing a network of Voting Captains across the United States with the common goal of raising voter turnout and improving representation in government.

In 2020 we mobilized Voting Captains for the general election and the Georgia runoffs. In 2021 we’re focusing on local elections in 7 states.

Turnout Nation is a fiscally-sponsored project of The Social Good Fund, a 501(c)3 organization.

**How Voting Captains Turn Out Their Friends**

Voting Captains make sure 10 of their friends vote in every election:

- Chat with an organizer or attend a group orientation
- Make a list of 10 friends you’ll commit to helping vote. You can encourage them to volunteer as Captains, too!
- Pass on voting information to 10 friends and make sure they have what they need to vote!

**The Empower App**

We’ve partnered with Organizing Empowerment to offer an easy way for Voting Captains to organize their friends and get push notifications, reminders, and up-to-date election info through the app.
The US has low turnout. Especially in local elections and primaries.

15-27%  % of eligible voters that cast a ballot in local elections

57  Median age of voters in local elections

When too few people elect local leaders, a small fraction of residents can have outsized influence on issues involving schools, parks, housing, libraries, police, election laws, and transportation. More consistent turnout is needed to prevent uneven prioritization of public spending.

21%  Of eligible voters turned out for Congressional primaries (2018)

27%  Of eligible voters turned out for Gubernatorial Primaries (2018)

29-38%  Of 18-29 year olds say they would help register their peers to vote if given an easy opportunity (2020)

Where are Turnout Nation Captains and Fellows?

256  Voting Captains

17 States

18-25  Average age of Captains

Local fellows are the key to engaged Voting Captains and voters. Offering a paid fellowships makes this important work available to more people. Learn more about our Organizing Fellowships here.

Voter Turnout (percent of registered voters) in the most recent off-year local elections (2017, 2019, 2021) in major US cities.

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"Turnout was up in 2018 primaries." - Pew Research (2018)

The 2020 Election Is Over, But Young People Believe in Continued Engagement- Tufts Circle (2020)


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Friend-to-Friend Mobilization Works!

*Impact of Stranger-to-Stranger Methods on Voter Turnout:*

- **2.0%** Volunteer phonebanking
- **4.0%** Door-to-door canvassing
- **0.296%** Mailers

*Impact of Friend-to-Friend Methods on Voter Turnout:*

- **8%** "Vote Tripling” Aka: Texting three friends to join you at the polls
- **13%** Friend-to-Friend Emails
  - Non-randomized controlled trial

**Turnout Effect of Voting Captains:**

"Turnout rates are 13.2 percentage points higher in the treatment group, the largest intent-to-treat effect documented by an experimental GOTV study over the past two decades.”

**Partnerships**

As a national organization, Turnout Nation’s goal is to support local organizers and nonprofits in getting out the vote for important community causes. Local organizing is the most effective way to create long lasting political engagement and real change. We offer the following to our partners:

- Trainings on how to organize using the Voting Captain method, empowering your community to turn out more people in their network during local elections
- Data & reporting on the impact of your Voting Captains
- A customized landing page for members who want to become Voting Captains, plus a dedicated Turnout Nation Organizer to support you
- Volunteers and fellows that can participate in events (e.g. virtual voter registration drive)
- County-specific election information and app reminders

Past partners:

**Mobilization Works!**

*Turnout Nation: A Pilot Experiment Evaluating a Get Out The Vote “Supertreatment”* Donald P. Green, Columbia University 2019 [READ THE REPORT]

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*Volunteer phonebanking*

*Door-to-door canvassing*

*Mailers*

*"Vote Tripling” Aka: Texting three friends to join you at the polls*

*Friend-to-Friend Emails*

*Non-randomized controlled trial*

**Get in touch:**

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**Partnership Director:** Angela Owens: angela@turnoutnation.org

**Founder:** Mark Mullen: mark@turnoutnation.org

"There is incredible potential in the vote of young people. I want to help my peers make their voices heard by giving them the resources to vote and encourage their friends to be politically active.”
- Reilly, Voting Captain from PA

"Thank you so much for the opportunity, it was definitely worth doing since every vote counts in this election.”
- Sai, Voting Captain from GA

"It is absolutely essential that the youngest generation of voters show up to the polls. We are the future of the United States; we must include ourselves in the decisions that shape the country we inherit.”
- Kylianne, Voting Captain from TN

Most of my friends are 17 or 18 and haven’t even considered voting, and especially during this quarantine, I think it is very important to pay more attention to and make our voice heard in politics.
- Dawson, Voting Captain from CA

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